

3rd Globalization Day in Paris:

From Globalization, Regionalization to Slowbalization; What implications for business decisions?

Twenty years ago, Rugman & Verbeke published their influential paper “A perspective on regional and global strategies of MNEs” in JIBS. Since then, patterns of Globalization and Regionalization have witnessed significant shifts—challenging some established knowledge while leaving important uncertainties unresolved. The 3rd Edition of the Research Day on Globalization in Paris brought together scholars to explore these shifts and discuss their implications for International Business research and strategizing for the future.

Jointly organized by ESCP Business School and the VU Amsterdam Knowledge Hub for Global Business Development, the event offered a platform for exchange across the International Business and Management community. The program combined keynote perspectives and regional viewpoints with research presentations by PhD students and early-career faculty, creating strong links between foundational debates and new empirical work.

The program featured a keynote by Professor Alain Verbeke (Haskayne School of Business, University of Calgary), reflecting on regional and global strategies of MNEs twenty years after Rugman and Verbeke (2004) and how subsequent evidence and changing realities have refined our understanding of these strategies.

A panel discussion brought together Xia Han (University of Manchester), Ulrike Mayrhofer (IAE Nice, Université Côte d’Azur), Oli Mihalache (VU Amsterdam and Vlerick Business School), and Hinrich Voss (University of Bristol) to share perspectives on globalization and regionalization from different regions, namely Europe, North America, China, and Japan, highlighting how location-specific dynamics continue to shape both firm strategies and research agendas.

The event also featured presentations of ongoing paper projects in International Business and Management, creating a forum for feedback, cross-topic exchange, and new collaborations. It concluded with a keynote by Prof. Jean-Luc Arregle (EMLYON Business School) on semi-globalization in multinational companies, pointing to promising directions for future research.

The event was complemented by a pre-workshop for PhD students held the day before, facilitated by Professor Jean-Francois Hennart, on designing good research and getting it published in high-impact journals.

